

# Comparative Analysis of MBA Graduates reference towards Job Profile or Brand Name at the time of placements

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**Abstract-** MBA education in today's time is seen as a gateway to the world of opportunities. Students who have graduated from all kinds of stream often opt for MBA programs, either full time or part time in a bid to enhance their employability as well as ensure they are able to land desirable jobs with respect to monetary compensation, job profile as well as the brand name of the company they are employed at.

However, there is a dilemma in the mindset of every MBA student during the time of the placements on whether to go for the desired Job Description or subsidize this desire in order to work for some of the biggest brands in the market. After all, students at this point of time are at the beginning of their careers and what choices they make here have a lasting impact on the direction of their careers.

In this paper, we have compared and analyzed the preference of students when touted towards choosing between the Job Profile offered by a company or its status as a brand in the industry.

**Keywords:** MBA Graduates, Employment, Job Profile, Brand Name, Education

## I. INTRODUCTION

In this paper, we have based our study on the following points:

To determine how students, make decisions whether to sit for placements for a particular company or not.

Why would a student opt for being interviewed by a particular company?

How many candidates are willing to settle for an undesirable job profile if their salary aspirations are met?

Will the students accept a lower pay in order to initially get a start in a profile they desire?

What weighs is more, the job description or the brand associated with the recruiter.

To overcome these problems, we have discovered certain objectives that are:

To study and review the change in patterns of how MBA graduates approach placements.

Get a rigid design that explains the role of factors like family pressure, job description and company profile.

Explore the expectations of the corporates from the business school students.

To determine the key success variables of a management student's psyche and interpret how this will facilitate the placement process.

In order to achieve these objectives and overcome the problems identified, we have built some strategies which includes formation of questionnaire, conducting depth interviews and converting the quantitative data collected through surveys, google forms and interviews to qualitative data with the help of SPSS (Statistical Package for the Social Sciences) software.

The data collected through questionnaire will be coded on the software and the result so obtained will be analyzed, evaluated and interpreted to know whether the hypothesis of our study is correct or not.

## II. LITERATURE REVIEW

J. Laguador-M.G. Buenviaje (2016) [1] talks about the employability of MBA graduates, relating them with the effectiveness of delivery of education on part of the institution in review providing the education. It also touches upon the various MBA skills required to get as well as continue in any job. It also gives a nod to the managerial lessons incorporated in MBA degrees with the actual requirements of businesses, and says that the debate regarding the gap between what is been taught and what is required is not baseless. Sturges-Simpson-Altman (2003) [2] explores the abilities, information, and capabilities that they won from the program in the context of a career-competency framework. It concludes that the improvement of understanding-why profession skills (referring to profession values, meanings, and motivations) had been the most vital final results of the course for the graduates. Knowing-how profession abilities (relating to abilities and activity-associated know-how) had been also valued rather.

Syed Gous – R. Gopal (2012) [3] brought to light the fact that the Industry and academia agree that the ability set in the look at is critical for MBA graduates. Moreover, the

contributors to the study agreed that MBA programs are powerful in making ready graduates in that talent set, in spite of current gaps and areas for improvement.

Additionally, D.M. Mihail-K.A. Elefterie (2006) [4] analyses graduates' perceptions and attitudes, the findings indicate that MBA research has an effective impact on capabilities, employability and reimbursement and a much moderate effect on profession development.

K. Mulchandani (2016) [5] states that isn't sufficient to make better education more widely available; the quality and fields of training additionally want to be advanced so that the received information may be implemented inside the expert careers. Education structures should be touchy enough to respond to the present and future needs. S.V. Ravan (2016) [6] concludes that now a day's employability abilities are must through all of the MBA college students for getting the process. Since studies says that in India there are simplest 10% of MBA college students are employable. So, those talents are considered by means of employers encompass trouble fixing abilities, interpersonal abilities, verbal exchange talents, Integrated and fee, result-oriented, area know-how, choice-making talents, leadership capabilities, group player abilities and many others. These abilities we are able to increase via conducting skill improvement program, explaining or clearing concepts of domain knowledge, greater case studies for college students, effective communicate lectures with scholar's initiative to improve their communicate, effective summer internship programs and interaction of industry employers and management institutes and many others.

Dreher and Ryan (2002) [7] quotes Most specialists agree that a Master of Business Administration (MBA) is nonetheless a key prerequisite for career advancement (Milne, 2001) [8]. This assumes, of the route, that the brightest and most certified applicants are given the opportunity to pursue this kind of diploma. But how do colleges and universities make sure that they are admitting the high-quality students—or that corporate recruiters at MBA applications are hiring the satisfactory employees?

Much rests on the choice standards used by MBA packages, standards that start the method of earning a degree and obtaining subsequent employment. One of the most awesome modifications in selection criteria over the final decade has been the circulate in the direction of requiring potential MBA students to have had huge paintings revel in earlier than admission.

Çiğdem Arıcıgil Çılan and Mustafa Can (2014) [9] talks about the factors that have an impact on the academic success of MBA graduates. It states that there had been many research that sought to study this difficulty and maximum of those studies have focused on mentioning the difficult work, demographic variables (training, income, age, marital repute), self-motivation as elements that have a significant impact at the MBA student's instructional overall performance. Besides these elements, a few social (scholar-class associates relationships, scholar-lecturer relationships), individual (paintings revel in, abilities) and organizational (vicinity, paintings environment, technology centres) factors are assumed to have effect on MBA student's instructional fulfilment.

### III. RESEARCH METHODOLOGY

#### *3.1 Introduction*

This Report focuses on research methodology that was used in the study. It provides a detailed description of the research approach in this study. Research design, targeted audience, research instruments, data collection and analysis methods used were presented in the report.

#### *3.2 Research Design*

This study used as descriptive research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts and describes the data collection. It also uses graphs and charts to the reader in understanding the data distribution easily.

#### *3.3 Population of the Study*

In Delhi, MBA colleges has over 75,000 registered students every year. According to All India Council for Technical Education (AICTE), more than half of MBA graduates could not get hired in campus placements in 2016-17. Because of some MBA's don't want job as they join their family business and some got placed moreover remaining MBA's didn't get job. This study targeted MBA graduate students of the Delhi, Ncr region accredited by AAA+ category.

#### *3.4 Sample Design*

This chapter used Stratified sampling technique to select the students for study because the area is bigger and we divided the region as per our convenience. This sample shows respondents were randomly selected from each specialization ( Marketing & Finance, HR ) for the entire population.

3.4 Data Collection

The research use of primary data and secondary Data which was collected using structured questionnaire distributed to the 50 respondents sampled from No. of MBA colleges in Delhi & NCR, found outside the library, canteen, from classes, within the university square and within the hostels. The administered questionnaires were collected after completion by the respondents on face to face and their responses used for analysis. The questionnaire had both open-ended questions to enable guide the respondent through filling of the questionnaire as well as probe them for more information.

3.5 Validity and Reliability

Content validity (also known as logical validity) refers to the extent to which a measure represents all facets of a given construct. To achieve content validity, questionnaires included a variety of questions on the knowledge of students. All the subjects completed the questionnaires in the presence of the researcher. This was done to prevent subjects from giving questionnaires to other people to complete on their behalf. Reliability can be ensured by minimizing sources of measurement error like data collector bias. Data collector bias was minimized by the researcher's being the only one to administer the questionnaires, and good conditions such as disclose similar personal attributes to all respondents, e.g., friendliness and support. Pilot testing (test study by few examiners) was carried out by the researcher to identify any imperfection on the questionnaire to reduce errors of measurement and test for consistency.

IV. DATA ANALYSIS

Table 1

Gender * Job Profile or Brand Name Crosstabulation				
		Job Profile or Brand Name		Total
		Brand Name	Job Profile	
Gender	Female	2	24	26
	Male	9	15	24
Total		11	39	50

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.462a	1	.011		
Continuity Correctionb	4.841	1	.028		
Likelihood Ratio	6.834	1	.009		
Fisher's Exact Test				.016	.013
Linear-by-Linear Association	6.333	1	.012		
N of Valid Cases	50				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.28.					
b. Computed only for a 2x2 table					

Interpretation: At 5% level of significance, we can say that the choice of a candidate choosing Job Profile over Brand Name or vice versa depends on their gender.

Table 2

Work Experience * Job Profile or Brand Name Crosstabulation				
		Job Profile or Brand Name		Total
		Brand Name	Job Profile	

Work Experience	Yes	7	13	20
	No	4	26	30
Total		11	39	50

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.283a	1	.070		
Continuity Correctionb	2.142	1	.143		
Likelihood Ratio	3.232	1	.072		
Fisher's Exact Test				.090	.073
Linear-by-Linear Association	3.217	1	.073		
N of Valid Cases	50				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 4.40.

b. Computed only for a 2x2 table

Interpretation: At 5% Level of Significance, we can see here that whether a candidate chooses Job Profile over Brand Name or vice versa is independent of whether he/she has work experience.

Table 3

Source of Income * Job Profile or Brand Name Crosstabulation					
		Job Profile or Brand Name			Total
		Brand Name	Job Profile		
Source of Income	Business Ventures	Count	6	21	27
		Expected Count	5.9	21.1	27.0
	Others	Count	2	5	7
		Expected Count	1.5	5.5	7.0
	Salaried Employment	Count	3	13	16
		Expected Count	3.5	12.5	16.0
Total		Count	11	39	50
		Expected Count	11.0	39.0	50.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.275a	2	.871
Likelihood Ratio	.268	2	.874
Linear-by-Linear Association	.047	1	.828
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.54.

Interpretation: At 5% level of significance, we can say Source of Income of the family has no role in determining the candidate's choice of choosing job profile over brand name or vice versa.

Table 4

There is a pressure on you to get a job from your family * Job Profile or Brand Name Crosstabulation					
		Job Profile or Brand Name			Total
		Brand Name	Job Profile		
There is a pressure on you to get a job from your family	Not Important	Count	4	8	12
		Expected Count	2.6	9.4	12.0
	Less Important	Count	2	7	9
		Expected Count	2.0	7.0	9.0
	Neutral	Count	2	14	16
		Expected Count	3.5	12.5	16.0
	Fairly Important	Count	2	7	9
		Expected Count	2.0	7.0	9.0
	Very Important	Count	1	3	4

	Expected Count	.9	3.1	4.0
Total	Count	11	39	50
	Expected Count	11.0	39.0	50.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.761a	4	.780
Likelihood Ratio	1.790	4	.774
Linear-by-Linear Association	.457	1	.499
N of Valid Cases	50		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

Interpretation: At 5% level of significance, we can say that Family Pressure on Candidate to get a job plays no role in them choosing Job Profile over Brand Name or vice versa.

## V. CONCLUSION

With the help of facts and figures accumulated during the course of this research we hereby conclude that whether MBA graduates go for Brand Name or Job Profile while sitting for placements depends on their gender.

The choice of a candidate choosing Job Profile over Brand Name or vice versa depends on their gender. Whether a candidate chooses Job Profile over Brand Name or vice versa is independent of whether he/she has work experience. 78% of the candidates expressed that Job profile is more important than Brand Name of the Company. Family Pressure on Candidate to get a job plays no role in them choosing Job Profile over Brand Name or vice versa. Males are more inclined towards Brand Name than Females. Females are more inclined towards Job Profile than Males.

The study also revealed that factors like the source of income of their families, whether or not they have a work experience in the past and whether their families held high expectations for them to get a job played any role in them choosing between the two factors. We can hereby say if a candidate is male or female, it will have a significant impact in him or her choosing Job Profile or Brand Name or vice versa.

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